

The Best Times

Rate Card 2009

We Deliver Johnson County's Senior Market

The first wave of baby boomers has turned 60! Seize the opportunity to place your message in the hands of Johnson County residents age 60 and older—the fastest-growing segment of our population. The mailed circulation of more than 50,000 copies is estimated to reach more than 75,000 residents.

Seniors own more than three-fourths of the financial wealth and 70 percent of all money market accounts and CD assets. Johnson County seniors have a per-capita income that is more than 26 percent higher than the national average.

They exercise enormous buying power, enjoy well-earned free time, have discretionary money to spend, and are looking for ways to maintain and improve their lifestyle.

Make sure your message reaches the right readers by advertising in *The Best Times*—the paper your audience has been reading for over 25 years!

Added value: The Best Times newspaper and The Best Times pull-out directory inserts are now available online. [Click here](#) to visit the online Web site!

Johnson County's premier publication for seniors since 1982

The Best Times is mailed free of charge, by name, to 52,000 Johnson County households with a resident 60 or older through the cooperative efforts of our advertisers, Johnson County Human Services & Aging, and a nonprofit organization called Aging Information & Action of Johnson County.

Limited Advertising Budget?

Consider the value that comes with an ad in *The Best Times*:

- For less than a penny per month per household, your 1/4-page ad could reach 75,000 seniors for six months.
- For just over two cents per month per household, your 1/2-page color ad could reach 75,000 seniors for six months. ~ If you advertise for 12 months, the cost per month per household is even less.
- For about three cents per month per household, your full-page color ad could be read every month for 12 months in 75,000 seniors.

Let our reputation enhance your image!

In a recent survey, 90 percent of readers rated *The Best Times* "excellent" or "very good." That's high praise for a newspaper that can help you energize your message!

On a scale of 1–5, *The Best Times*' average scores were:

- 4.4 Having ads in *The Best Times* is good.
- 4.3 Reading *The Best Times* is time well spent.
- 4.1 *The Best Times* often addresses issues or topics I am very concerned about.
- 4.1 Reading *The Best Times* leaves me with a good feeling.
- 4.0 I am mentally involved in *The Best Times* while reading it.

94 percent of readers live independently in their own homes or apartments.

75 percent have a post-high-school education.

Readers in their 60s	30 percent
Readers in their 70s	46 percent
Readers over 80	21 percent

Get your share of this market

- Efficiently
- Effectively
- Economically

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Johnson County's premier publication for seniors since 1982

Our readers make up the fastest-growing segment of Johnson County's affluent market. They are living longer, enjoying better health, and leading more active lives than older adults ever have. They are homeowners, new-car

buyers, computer users, and health club members. They travel, eat out, attend concerts, go to the movies, and play golf. They are eager to try new products and services. They are our readers. They could be reading your ad.

*Rate Per Month/Per Ad ■ 2009

(All rates based on 4 column pages — Column inch = 2.2625 inches)

		1x	3x	6x	12x
**Base Rate	Column Width x 1"	59.00	48.00	46.00	42.00
1/8 Page — 6 Column Inches	Black & White	335.00	275.00	265.00	235.00
	Color	405.00	345.00	335.00	305.00
1/4 Page — 12 Column Inches	Black & White	625.00	510.00	480.00	440.00
	Color	725.00	610.00	580.00	540.00
1/3 Page — 16 Column Inches	Black & White	835.00	675.00	635.00	590.00
	Color	960.00	800.00	760.00	715.00
1/2 Page — 24 Column Inches	Black & White	1,210.00	975.00	915.00	855.00
	Color	1,360.00	1,125.00	1,065.00	1,005.00
Full Page — 48 Column Inches	Black & White	1,905.00	1,545.00	1,445.00	1,320.00
	Color	2,155.00	1,795.00	1,695.00	1,570.00
Back Cover — 48 Column Inches	Color	3,125.00	2,530.00	2,085.00	1,790.00

*Rates subject to change without notice.

Display Advertising Policy

Rates All rates are quoted net. Agencies are responsible for adding commissions and billing clients.

Note: A second ad in the same issue will receive a 5% discount. Three or more ads in the same issue will each receive a 10% discount.

Deadlines The third day of the month to reserve space and turn in ad copy for design, the eighth day of the month to submit electronic files (Windows-formatted EPS, JPEG, or PDF files, at least 200 dpi). Deadlines are for the month preceding the month of issue. For example, the February issue deadlines are January 3 and January 8.

Copy Submission Pricing is based on press-ready, sized copy. Ad design assistance is available at \$50 per hour, minimum of one hour. One revision is allowed at no extra charge; additional revisions will be billed at \$50 per hour.

Billing Prepayment of the first ad insertion is due with your press-ready ad on the deadline date, unless other arrangements have been made. Subsequent insertions will be invoiced and due on the last day of the month of publication.

Contact Advertising Sales Manager • 913-715-8920
We will be happy to assist you with an advertising campaign.